

**THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY
OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:-/WHAT I/WE CLAIM AS
MY/OUR INVENTION:-**

1. A method of displaying analytics about a website resident on a server computer,
5 said method comprising the steps of:

(a) causing a browser program to be opened on said server computer with a first
display frame and a second display frame immediately adjacent said first display frame,
wherein said first display frame comprises a page of the website;

(b) marking the page displayed in said first display frame with a first identifier
10 and creating an interface call to a report server;

(c) retrieving a report file corresponding to said first identifier from said report
server;

(d) displaying the analytics in said report file in said second display frame; and

(e) after a pre-determined period of time, comparing the page displayed in said
15 first display frame with said first identifier and, (f) if different, repeating the method from
step (b) for said page displayed in said first display frame, or (g) if the same, resetting
for a second of said pre-determined period of time and repeating the method from step
(e).

2. The method of Claim 1 wherein said analytics are gathered from technical
20 specifications of visitors to the website.

3. The method of Claim 1 wherein said analytics are derived from technical specifications of visitors to the website.

4. The method of Claim 1 wherein said steps are carried out by a module launched from a reporting program resident on said server computer.

5. The method of Claim 1 wherein said steps are carried out by a module launched from a reporting program resident on said report server.

6. The method of Claim 1 wherein step b is carried out by starting an initializing file configured to tag the page displayed in said first display frame with said first identifier and create said interface call to said report server.

7. A computer software product for configuring a computer to display analytics about a website resident on a server computer, the computer software product comprising a recording medium; and means recorded on the recording medium for configuring the computer to perform the steps of:

(a) launching an analytics module;

(b) causing a browser program to be opened on said server computer with a first display frame and a second display frame immediately adjacent said first display frame, wherein said first display frame comprises a reproduction of a page of the website;

(c) marking the page displayed in said first display frame with a first identifier and creating an interface call to a report server;

(d) retrieving a report file corresponding to said first identifier from said report server;

5 (e) displaying the analytics in said report file in said second display frame;

(f) after a pre-determined period of time, comparing a page identifier of the page displayed in said first display frame with said first identifier; and

(g) if different, repeating the method from step (c) for said page displayed in said first display frame in order to update the report to match the page currently displayed;
10 or

(h) if the same, resetting for a second if said pre-determined period of time and repeating the method from step (f) until the page identifier differs from the first identifier.

8. The computer software product of Claim 7 wherein module is launched from a reporting program resident on the report server.
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9. The computer software product of Claim 7 wherein the module is launched from a reporting program resident on the server computer.

10. The computer software program of Claim 7 further comprising an initializing file configured to tag the page displayed in said first display frame with said first identifier
20 and create said interface call to said report server

11. The computer software product of Claim 7 wherein said identifier is a cookie stored in the browser program.

12. The computer software product of Claim 10 wherein the initializing file is an HTML file.

13. The computer software product of Claim 7 wherein the analytics are displayed in graphical format.

14. The computer software product of Claim 7 wherein the analytics are displayed in tabular format.

15. The computer software product of Claim 7 wherein said pre-determined time is in the range of 0.1 seconds to 1 second.

16. The computer software product of Claim 15 wherein said pre-determined time is preferably about 0.5 seconds.

17. The computer software product of Claim 7 wherein the report server and the server computer are the same.

18. The computer software product of Claim 7 wherein the interface call is carried out by a common gateway interface script.

19. The computer software product of Claim 7 wherein the page identifier is the
5 uniform resource locator of the web page.

20. The computer software product of Claim 7 wherein the page identifier is a unique identification label assigned to the web page.